

Mobilizing Action Toward Community Health MATCH

Presentation to the North Carolina Public Health Study Commission

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Background

- Research has discovered the multiple determinants of health
- New approaches are needed to address complex contemporary public health problems (e.g., obesity, mental disorders, violence)
- Public reporting of health data can spark attention and mobilize communities



Source: **The County Health Rankings Moving from Awareness to Action**
Julie Willems Van Dijk RN PhD, University of WI Population Health Institute
North Carolina State Health Director's Conference, January 29, 2010

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Why County Health Rankings?

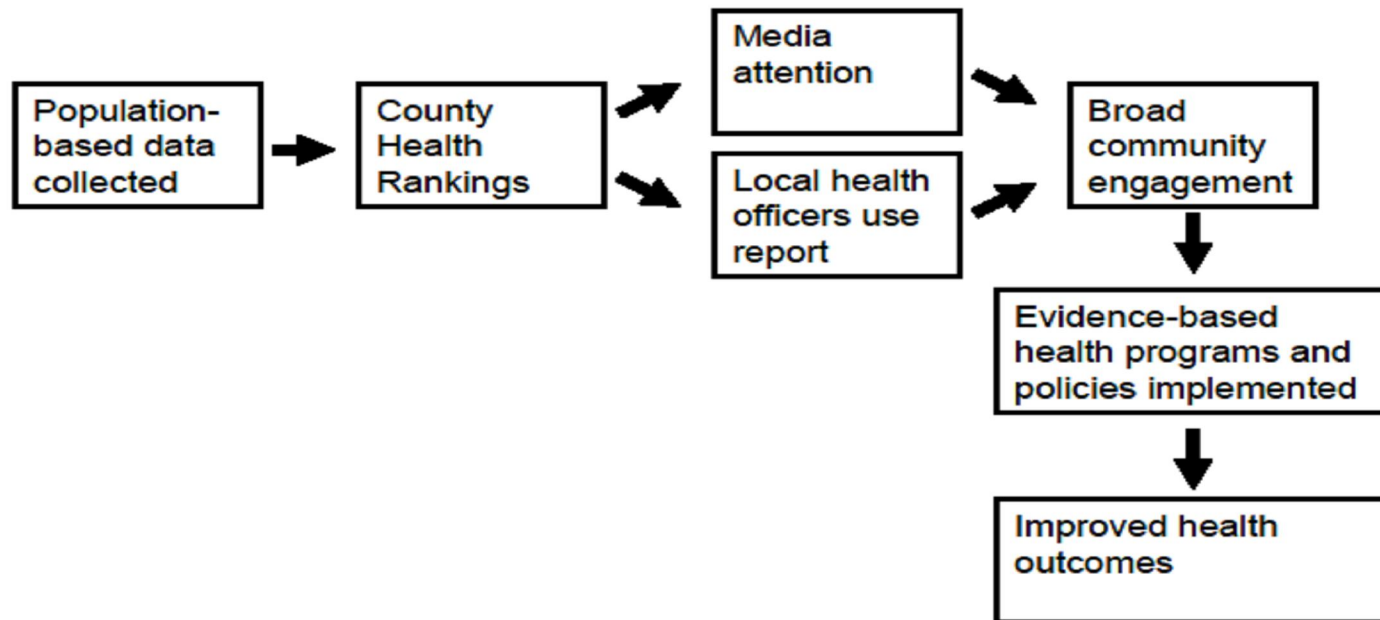
- Where we live matters to our health & there are great disparities between communities;
- Good health depends on many different factors. It's more than medical care;
- Therefore, health is everybody's business;



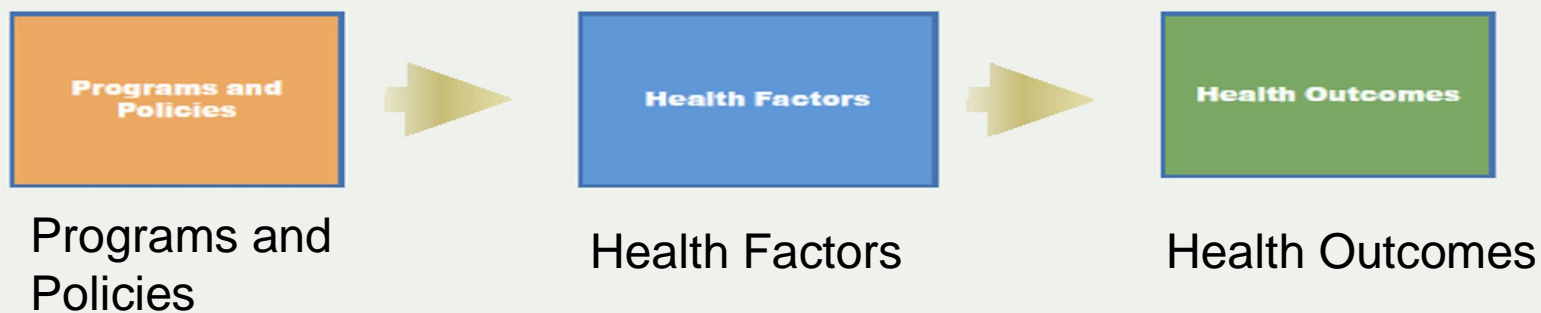
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Our Logic Model



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Overview of MATCH

- Ranks each county in each state (healthiest to unhealthiest) with a vision of “Mobilizing Action Toward Community Health” (MATCH)
- Joint project from University of Wisconsin and RWJ Foundation
- Each county given a ranking based on broad measures of health risk behaviors, outcomes and associated health determinants compared to that of other counties

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Overview of MATCH (continued)

- Information can be used at the local level as a call to action
- Not to be used as measure of Local Health Department effectiveness as MATCH rankings reflect broad based community health indicators
- Draws attention to all the factors that affect community health

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More about MATCH

- MATCH is a static ranking based on a calculation involving fixed weights assigned to each indicator.
- The MATCH rankings are intended to "encourage communities to conduct more in-depth analyses using whatever additional detailed data sets are available," not as a definitive measure of relative health status by itself.
- For more information, go to www.countyhealthrankings.org/

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MATCH is Different from NC CATCH

- NC CATCH is an online health data warehouse which enables North Carolina communities to identify health priorities and analyze health outcomes by gender, race, age, geography, and over time.
- NC CATCH is a tool which empowers communities to better understand the factors that influence health status so that they can work together as a community to improve health outcomes.
- For more information, go to www.schs.state.nc.us/SCHS/catch/

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How MATCH Relates to the NC CATCH System & Other Data Provided by the State Center for Health Statistics

- The NC CATCH (Comprehensive Assessment for Tracking Community Health) system provides a wide array of demographic and community health data, along with comparisons with peer counties and the state
- NC CATCH provides more detailed health data for communities to use for surveillance and targeting health promotion efforts. The system contains additional health indicators and enables community health leaders to examine health statistics at the zip code and census tract level, where such data is available

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What It Means to be a “High” County

- Helps show and celebrate successes
- Brings benefit of positive media
- Information can be used as evidence to demonstrate need to continue successful collaborative efforts to promote community health
- Higher ranked counties can offer technical assistance to lower ranked counties
- Information can be used to reinvigorate existing efforts

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What It Means to be a “Low” County

- Helps focus attention on variation of health between communities
- Helps show where resources need to be applied and serves as justification in securing funding in diverse ways to improve community health
- Information can be used to engage policy makers, including local Boards of Health, county executives, state legislators and business leaders to stimulate new efforts to improve health
- Information can be used to raise awareness of community health issues (and refer to local health assessment SOTCH & CHA reports)

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In Reviewing Rankings, Consider:

- Why is this county the best/worst?
- What programs contribute to it being the best?
- What programs should be started to move away from being the worst?
- What resources are available to address the problem?
- Should resources be moved from an area of excellence to a problem area, in order to more fully address the problem?
- What is the call to action – what is going to be done differently based on this report?

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How MATCH Relates to the NC LHD Accreditation Program

- Information can be used to as a parallel activity to support first four elements of 10 essential public health services (monitor, diagnose and investigate, inform and educate, and mobilize) which are part of requirements for accreditation of local health departments

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How MATCH Relates to the NC Prevention Action Plan

- NC IOM Prevention Action Plan
- The Governor's Task Force on Healthy Carolinians is charged with developing and communicating the Healthy NC 2020 Objectives, *organizing partnerships* and monitoring progress toward our goals.
- Governor Perdue's Charge: Develop and Communicate Healthy North Carolina 2020 Objectives by Dec 31, 2010

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How MATCH Relates to the Prevention Action Plan and the Healthy North Carolina 2020 Objectives

- Governor's Task Force for Healthy Carolinians asked the NCIOM to partner with them to develop the Healthy North Carolina 2020 (HNC 2020) goals and objectives.
- Part of a larger campaign to make North Carolina the healthiest state in the nation.

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How MATCH Relates to the Prevention Action Plan and the HNC 2020 Objectives

Objectives must include measures that:

- Improve health in disparate populations.
- Emphasize individual and community responsibilities and improvements.
- Build upon the value of health promotion and disease prevention.
- Are achievable by Year 2020.



Source: **Creating the Healthiest State: Establishing Vision & Connecting with Communities**
Jeff Spade, MHA, FACHE, Chair, Governor's Task Force on Healthy Carolinians.
North Carolina State Health Director's Conference, January 29, 2010

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How MATCH Relates to the “Healthiest State in the Nation” Campaign

- Organizing a Campaign to engage communities, partnerships and individuals in the NC 2020 Objectives and the Prevention Action Plan.
- Campaign “Under Construction”
- MATCH process of tracking over time can be a parallel activity to the tracking of Healthy NC 2020 objective measurements

Summary

Connecting the Dots

- **MATCH** -county level measures
- **NCIOM Prevention Action Plan** -identifies the top areas in which public health and partners can have meaningful impact
- **Healthy North Carolina 2020** -identify a limited number of health objectives to work toward across the state and measure progress
- **“Healthiest State” Campaign** –spread the word and build momentum



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Contact Information

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